

## Website Redesign and SEO

### The Client

Established in 1990, the Client is a popular Hardware Store located in Glastonbury, CT providing superior products and outstanding personalized services.



### Business Need

The Client's main objective and business need is to build brand identity, product line and rental awareness, and community good will; Improve store operational efficiencies by increasing customer knowledge and thought leadership of Client's Hardware products and services expertise.

### Solution

Microexcel suggested complete redesign of Client's Hardware store's website, formulation of digital marketing (including but not limited to Social Media, Mobile, OOH, Web, e-mail Marketing strategy) and SEO.

Microexcel has designed & developed a brand new website and implemented the complete end-to-end SEO solution.



**Microexcel Technologies LLC**

Post Box No: 32705  
Zabeel Road, Dubai - UAE  
Tel: +971 43582220  
Fax: +971 43885778  
Mobile: +971 559468090  
sales@microexcel.ae  
www.microexcel.ae

## Website Redesign and SEO

### Benefits

- ✓ Microexcel redesigned the Client's website, and through it now has:
- ✓ A visually pleasing and interactive website for its customers
- ✓ Website which loads quickly and operate for customers to get information in a timely manner
- ✓ An SEO Capable to drive traffic and track marketing campaigns

The store's customers could now access to:

- ✓ Easy and intuitive information
- ✓ Information on the products and rentals they are looking for across the seasons
- ✓ Customer privacy when they give information to get newsletters and coupons – i.e. give to get

### Testimonial

"The re designed website look is very appealing to the eye and the visuals are pleasant. Our customers say that the navigation is pretty much easier now and can access all the information what the store has to offer. The hits to the website have been increased multi fold too after the SEO, and e mail marketing efforts. We want to thank Microexcel and its team for its dedicated efforts in re designing the website is such a wonderful manner and for its marketing strategies"



- *Owner of the Store.*

### About Microexcel Technologies LLC

Microexcel Technologies LLC is a subsidiary of Microexcel Inc, USA. Established in the year 2001. Microexcel is a Microsoft Gold Certified Partner and a global leader in providing innovative and comprehensive software solutions. With a proven track record in providing quality, cost effective and timely Information Technology professional services and solutions, Microexcel merges people and technology to deliver value. Headquartered in Secaucus, NJ, Microexcel has branch offices near Chicago-IL, London-UK, Riehen-Switzerland, Dubai-UAE, Johannesburg-South Africa and two offshore locations at Hyderabad and Bangalore in India. With over 500 employees based in the USA and India, Microexcel provides support to Clients in the areas of Interactive Services, Microsoft Technologies including .Net and SharePoint, SAP Applications (Certified SAP Services Partner), Quality Assurance Testing(Certified partner of HP & Micro Focus) , J2EE and Network Maintenance & Support.

To learn more about how you can benefit from our IT expertise and professional services, please visit our website [www.microexcel.ae](http://www.microexcel.ae) or send us an email to [sales@microexcel.ae](mailto:sales@microexcel.ae)

To know more about our Interactive Services, please visit:  
[http://www.microexcel.ae/Microexcel\\_Interactive/](http://www.microexcel.ae/Microexcel_Interactive/)

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